

U.S. Army 2005 MWR Leisure Needs Survey Results

**6th ASG - Stuttgart
Germany**

BRIEFING OUTLINE

6th ASG - Stuttgart

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

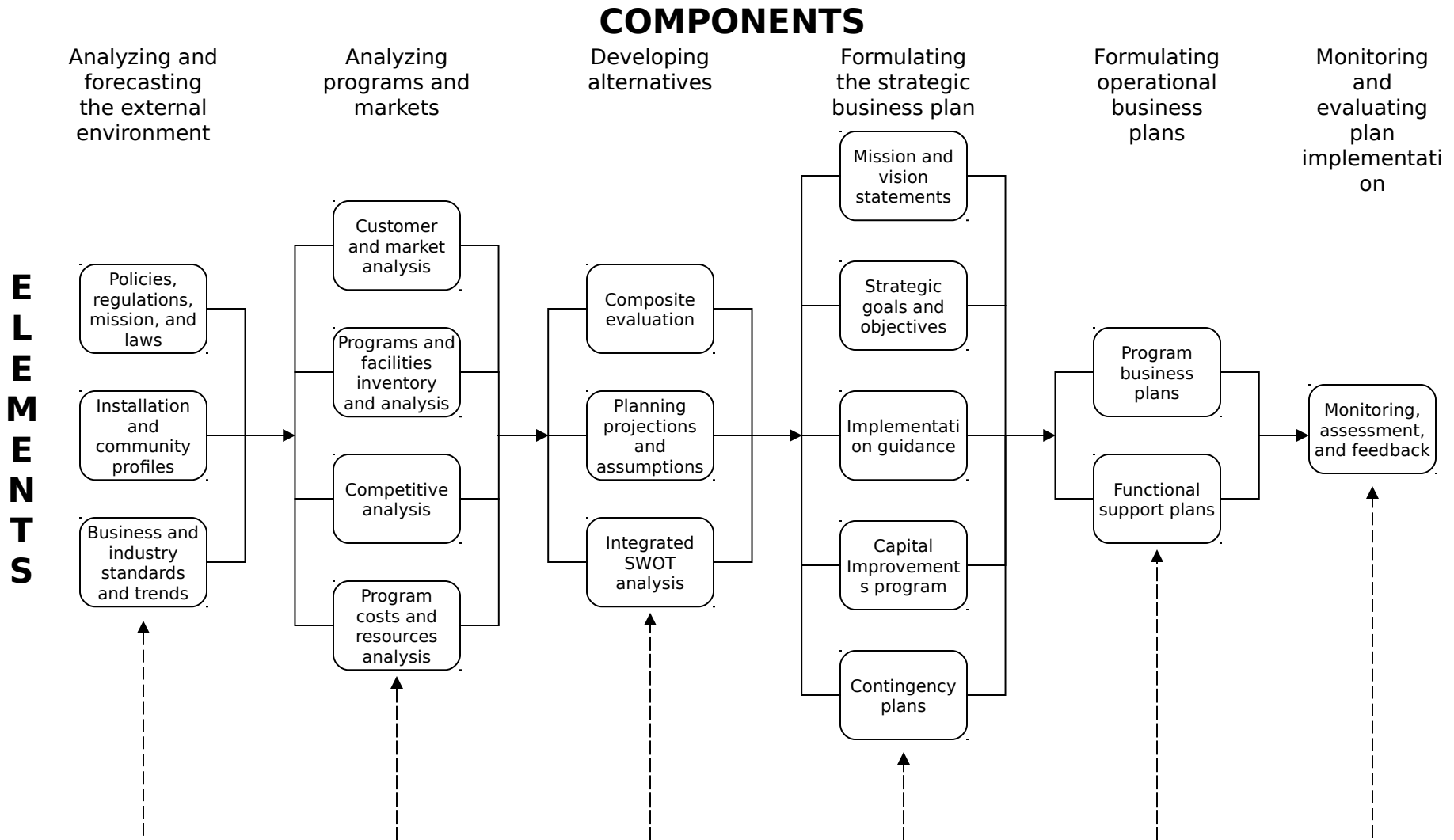
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

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MWR STRATEGIC BUSINESS PLANNING MODEL

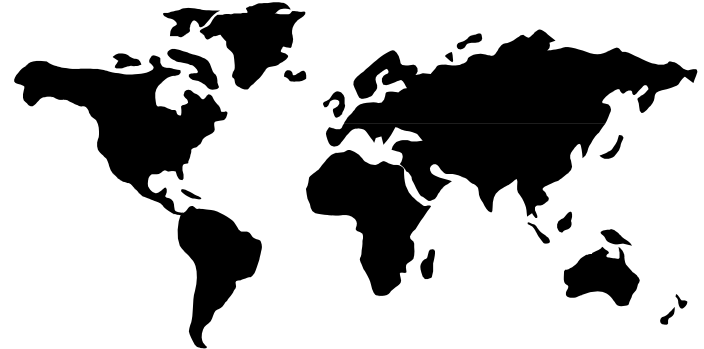


METHODOLOGY

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▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 2,191 surveys were distributed at 6th ASG - Stuttgart



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

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□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
6 th ASG- Stuttgart:					
Active Duty	4,796	1,189	368	30.95%	±4.91%
Spouses of Active Duty	N/A	N/A	N/A	N/A	N/A
Civilian Employees	1,366	1,002	190	18.96%	±6.60%
Retirees	N/A	N/A	N/A	N/A	N/A
Total	6,162	2,191	558	25.47%	±3.96%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

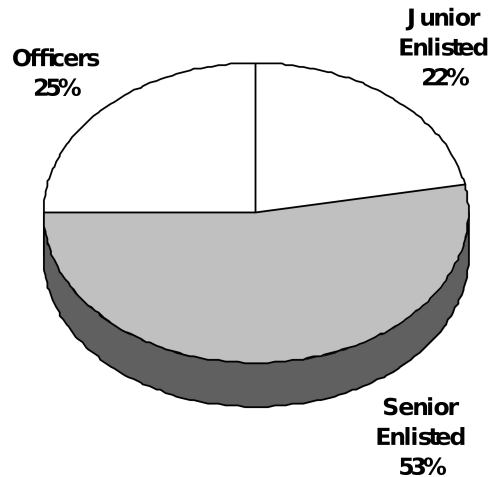
PATRON SAMPLE*

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RESPONDENT POPULATION SEGMENTS

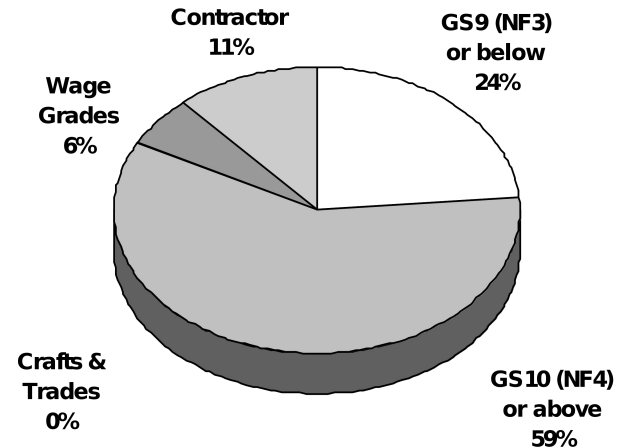
ACTIVE DUTY

(n = 352)



CIVILIANS

(n = 186)



* The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

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□ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

□ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT 6th ASG - STUTTGART

6th ASG - Stuttgart

MOST FREQUENTLY USED FACILITIES

Bowling Food & Beverage	71%
Bowling Center	69%
Library	58%
Car Wash	56%
Athletic Fields	54%

LEAST FREQUENTLY USED FACILITIES

Marinas	1%
BOSS	6%
Bowling Pro Shop	7%
Youth Center	11%
School Age Services	12%

MWR PROGRAMS & FACILITIES: SATISFACTION AT 6th ASG - STUTTGART*

6th ASG - Stuttgart

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Bowling Center	4.55
Bowling Food & Beverage	4.37
Golf Course	4.27
Golf Course Pro Shop	4.06
Automotive Skills	4.06

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Marinas	2.60
Child Development Center	3.27
BOSS	3.34
Golf Course Food & Beverage	3.61
Youth Center	3.62

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT 6th ASG - STUTTGART*

6th ASG - Stuttgart

FACILITIES WITH HIGHEST QUALITY RATINGS*

Bowling Center	4.52
Bowling Food & Beverage	4.45
Golf Course	4.06
Bowling Pro Shop	4.00
Golf Course Pro Shop	3.97

FACILITIES WITH LOWEST QUALITY RATINGS*

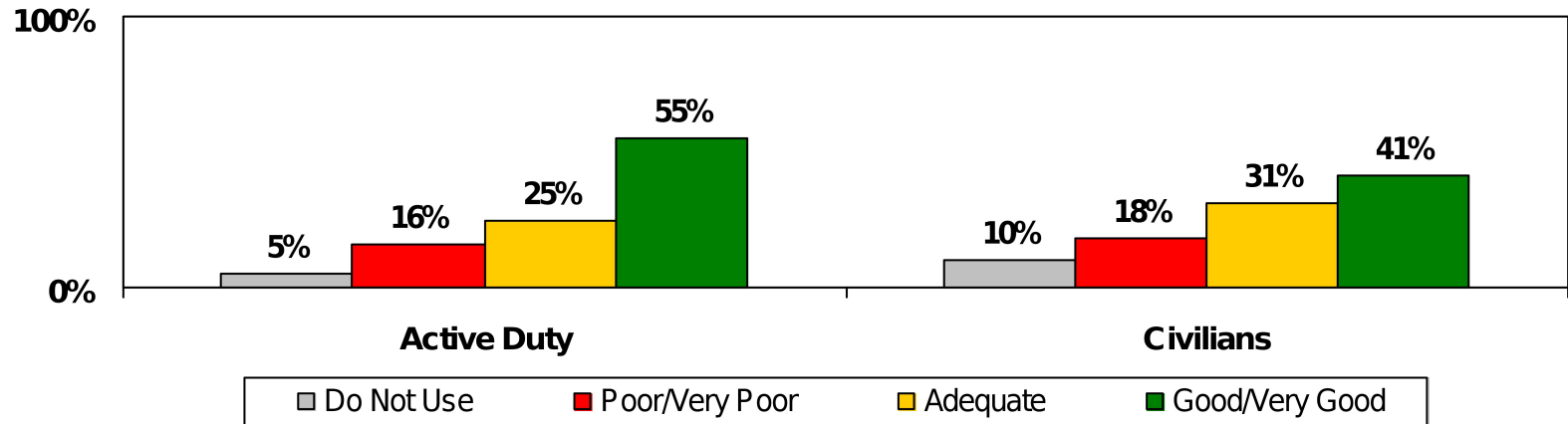
Marinas	2.60
BOSS	3.22
Youth Center	3.58
Recreation/Community Activity Ctr.	3.63
Child Development Center	3.66

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

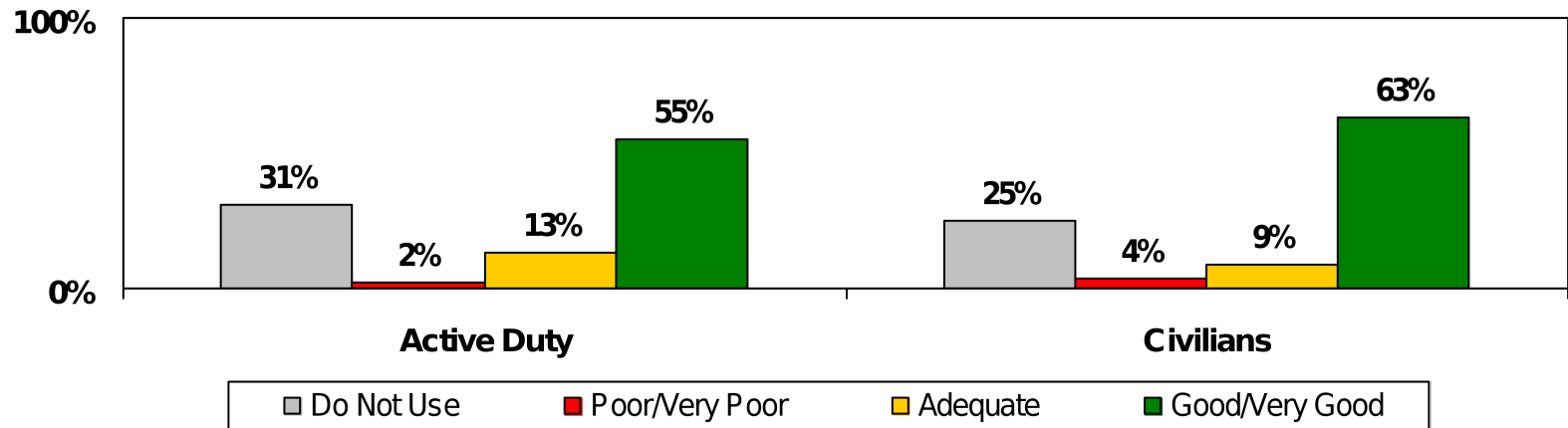
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

6th ASG - Stuttgart

Quality of On-Post Services



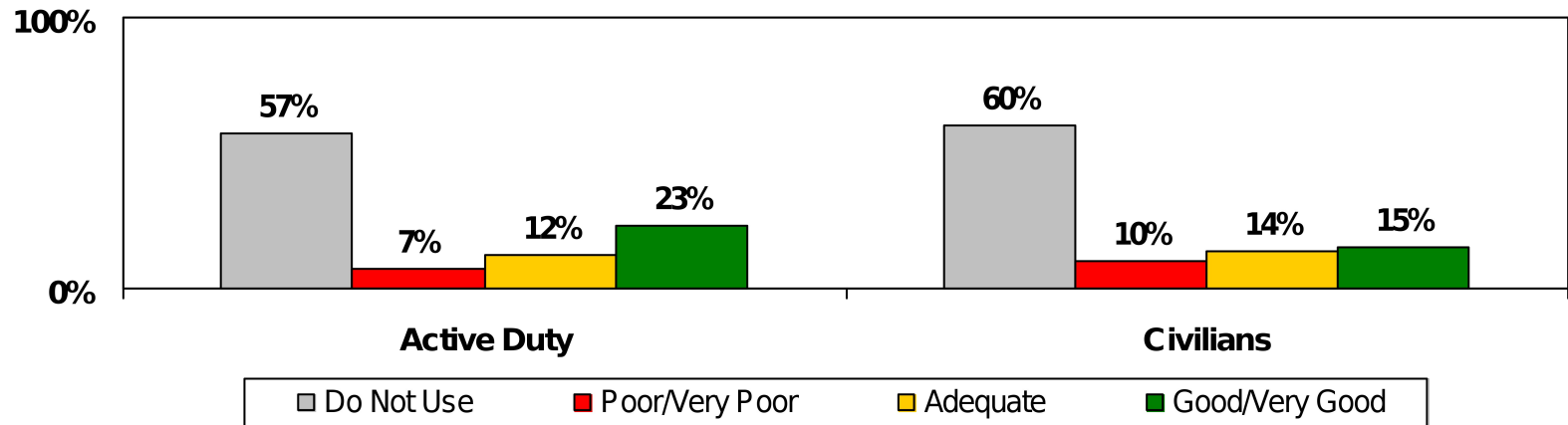
Quality of Off-Post Services



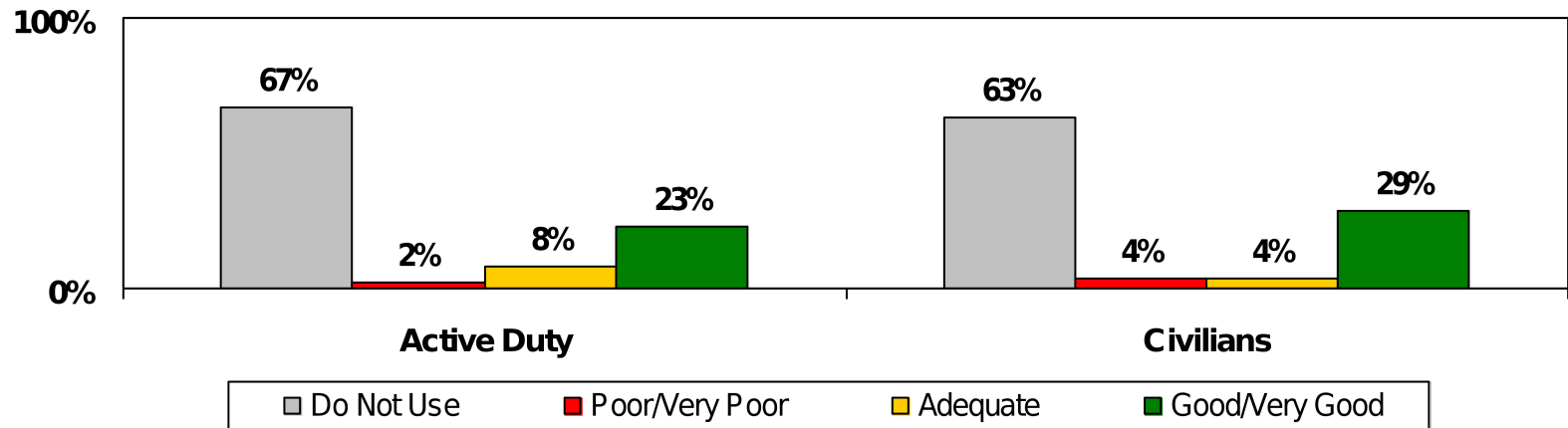
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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Quality of On-Post Services



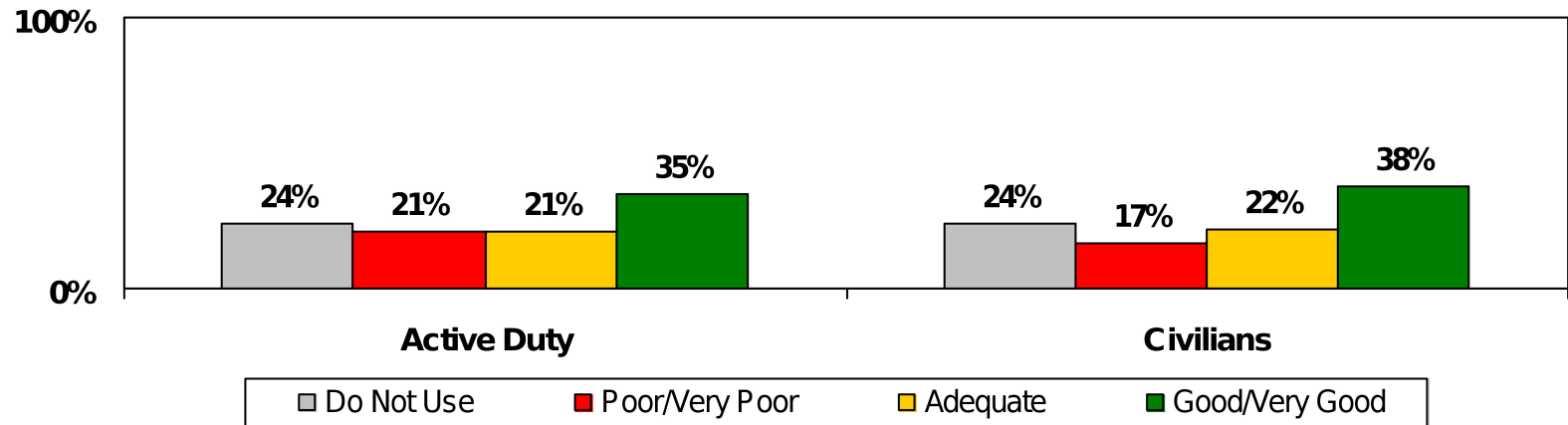
Quality of Off-Post Services



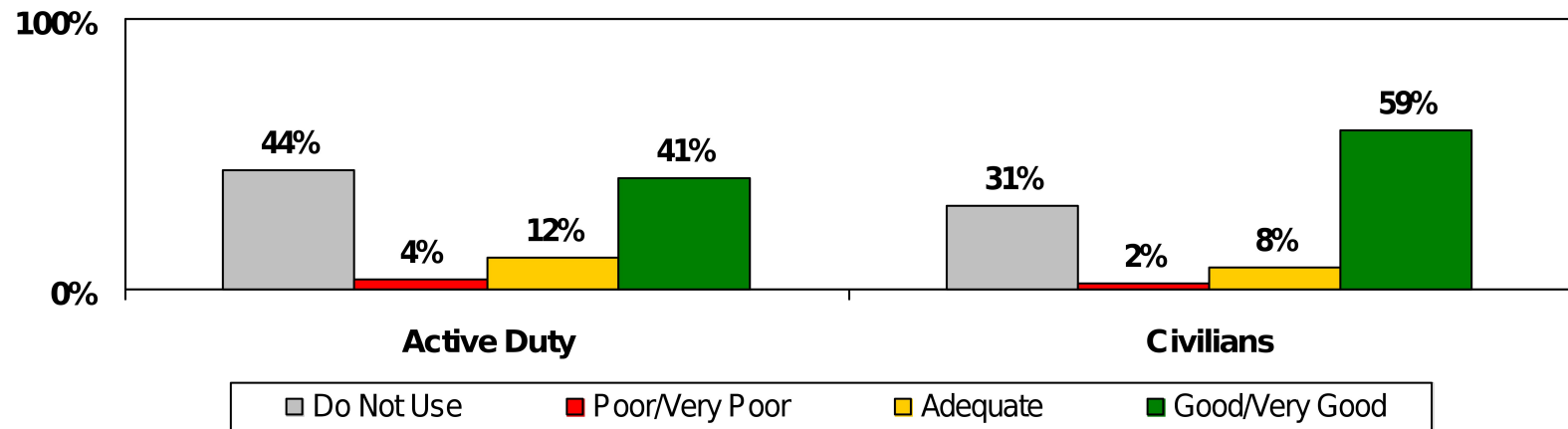
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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Quality of On-Post Services

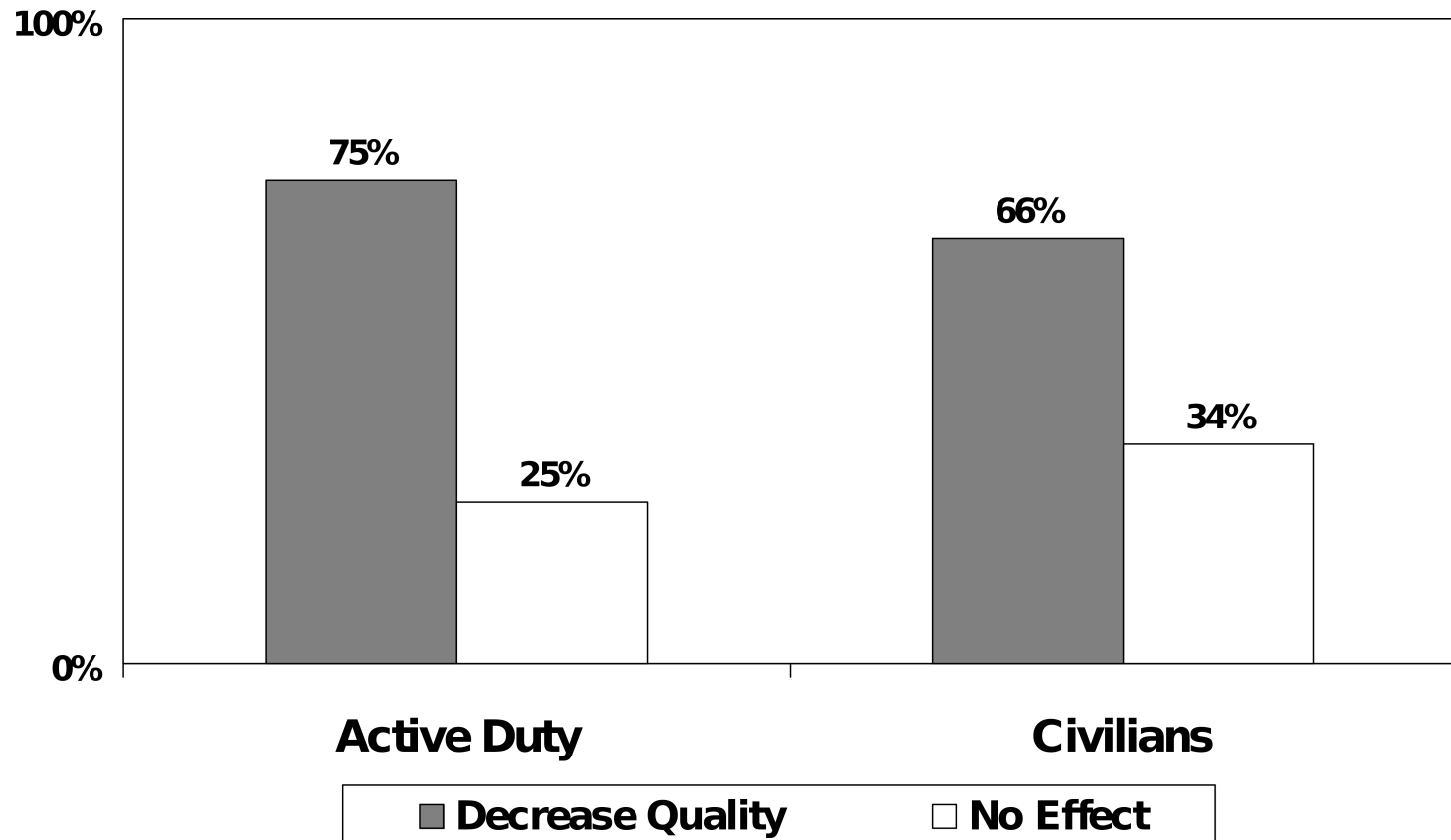


Quality of Off-Post Services



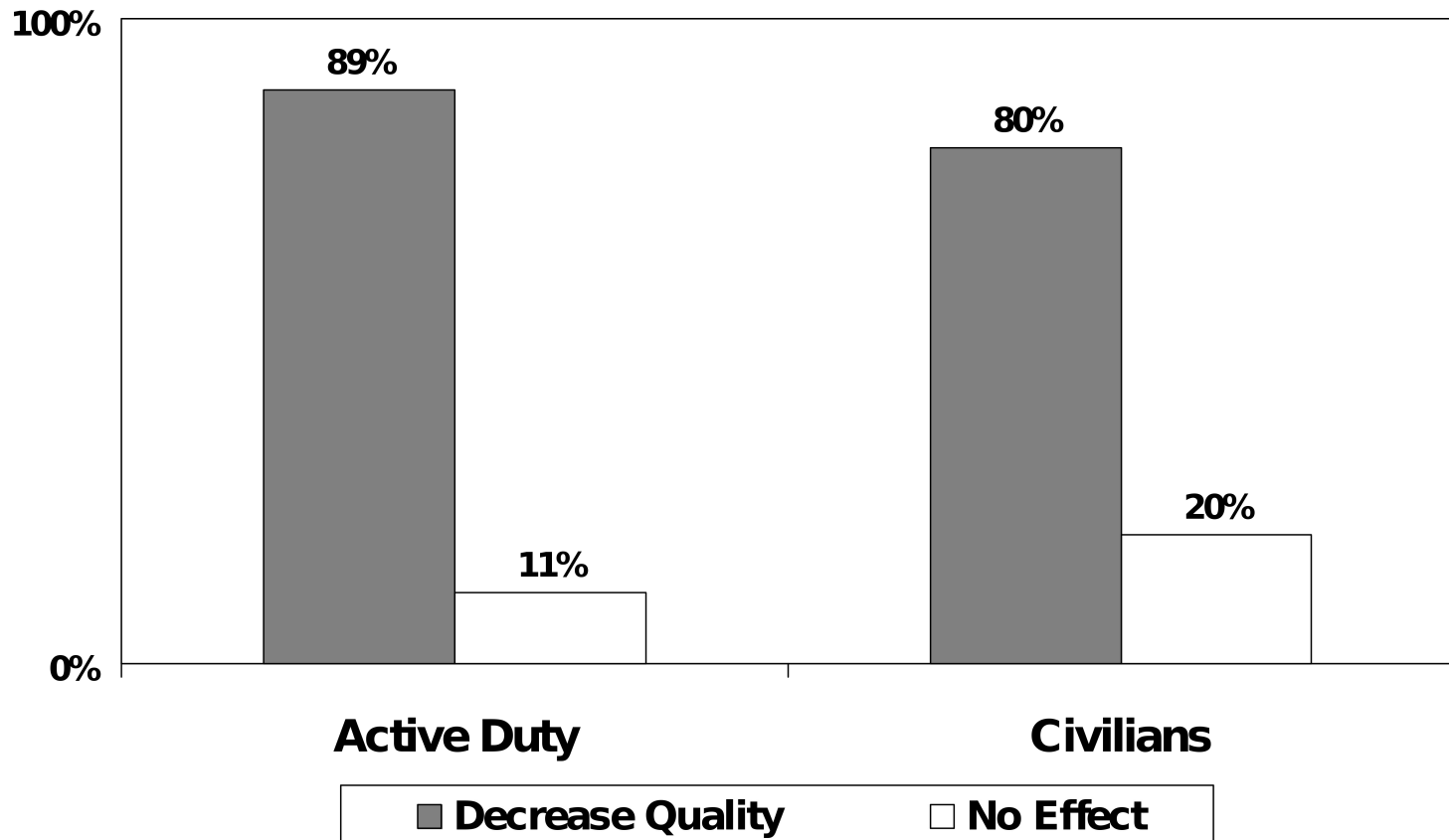
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

6th ASG - Stuttgart

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	86%
Library	65%
Army Lodging	63%
Athletic Fields	59%
Child Development Center	47%
Bowling Center	42%
Automotive Skills	41%

RV Park	81%
Cabins & Campgrounds	55%
Golf Course Pro Shop	52%
Golf Course Food & Beverage	48%
Arts & Crafts Center	48%
Golf Course	46%
Bowling Pro Shop	40%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

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WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	CIVILIANS	TOTAL
Internet	30%	24%	28%
E-mail	34%	39%	35%
Friends and neighbors	46%	51%	47%
Family Readiness Groups (FRGs)	8%	4%	7%
Bulletin boards on post	45%	44%	45%
Post newspaper	41%	53%	44%
MWR publications	35%	41%	37%
Radio	36%	40%	37%
Television	39%	19%	34%
My child(ren) let(s) me know	6%	5%	6%
Other unit members or co-workers	41%	36%	40%
Unit or post commander or supervisor	21%	10%	19%
Marquees/billboards	19%	26%	21%
Flyers	37%	39%	37%
Other	6%	6%	6%
I never hear anything	6%	3%	5%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

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MWR PROGRAM/SERVICE	ACTIVE DUTY
Army Child and Youth Services	77%
Better Opportunities for Single Soldiers	47%
Army Community Service	54%
MWR Programs and Services	80%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL [†]
Information and Referral	58%	90%	10%
Outreach programs	45%	73%	27%
Family Readiness Groups	63%	83%	17%
Relocation Readiness Program	75%	91%	9%
Family Advocacy Program	74%	75%	25%
Crisis intervention	54%	73%	27%
Money management classes, budgeting assistance	66%	80%	20%
Financial counseling, including tax assistance	68%	87%	13%
Consumer information	37%	80%	20%
Employment Readiness Program	48%	75%	25%
Foster child care	27%	57%	43%
Exceptional Family Member Program	63%	75%	25%
Army Family Team Building	41%	79%	21%
Army Family Action Plan	44%	77%	23%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* ACS IMPACTS	ACTIVE DUTY
Satisfaction with my job	48%
Personal job performance/readiness	46%
Unit cohesion and teamwork	49%
Unit readiness	54%
Relationship with my spouse	46%
Relationship with my children	46%
My family's adjustment to Army life	52%
Family preparedness for deployments	50%
Ability to manage my finances	40%
Feeling that I am part of the military community	49%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* CYS IMPACTS	ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	78%
Helps minimize lost duty/work time due to lack of child care/youth services	75%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	66%
Allows me to work outside my home	63%
Allows me to work at home	59%
Offers me an employment opportunity within the CYS program	59%
Allows me/my spouse to better concentrate on my/our job(s)	65%
Provides positive growth and development opportunities for my children	83%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

POSITIVE IMPACTS ON ACTIVE DUTY

6th ASG - Stuttgart

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	46%
Personal job performance/readiness	45%
Unit cohesion and teamwork	45%
Unit readiness	47%
Ability to manage my finances	39%
Feeling that I am part of the military community	42%
Relationship with my children (single parents)	44%
My family's adjustment to Army life (single parents)	42%
Family preparedness for deployments (single parents)	43%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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Top 10 Leisure Activities for All Respondents

Entertaining guests at home	60%
Internet access/applications (home)	57%
Watching TV, videotapes, and DVDs	48%
Festivals/events	47%
Night clubs/lounges	47%
Reading	45%
Multi-media (videos, DVDs, CDs)	45%
Internet access (library)	44%
Happy hour/social hour	39%
Dancing	36%

Top 5 for Active Duty

Entertaining guests at home	58%
Internet access/applications (home)	56%
Night clubs/lounges	49%
Festivals/events	48%
Watching TV, videotapes, and DVDs	46%

Top 5 for Civilians

Entertaining guests at home	66%
Internet access/applications (home)	61%
Reading	56%
Watching TV, videotapes, and DVDs	55%
Multi-media (videos, DVDs, CDs)	54%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Basketball	20%
Softball	20%
Volleyball	17%
Touch/flag football	13%
Self-directed sports tournaments	11%

Outdoor Recreation

Bicycle riding/mountain biking	33%
Camping/hiking/backpacking	26%
Snow skiing/snowboarding	24%
Going to beaches/lakes	23%
Picnicking	22%

Social

Entertaining guests at home	60%
Night clubs/lounges	47%
Happy hour/social hour	39%
Dancing	36%
Special family events	29%

Sports and Fitness

Cardiovascular equipment	33%
Weight/strength training	33%
Walking	32%
Running/jogging	32%
Bowling	31%

Entertainment

Watching TV, videotapes, and DVDs	48%
Festivals/events	47%
Going to movie theaters	35%
Attending sports events	22%
Live entertainment	20%

Special Interests

Internet access/applications (home)	57%
Automotive detailing/washing	33%
Automotive maintenance & repair	33%
Digital photography	32%
Computer games	27%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	45%	N/A	45%
Multi-media (videos, DVDs, CDs)	45%	N/A	45%
Internet access (library)	44%	N/A	44%
Reference/research services	31%	N/A	31%
Cardiovascular equipment	31%	3%	33%
Weight/strength training	31%	2%	33%
Watching TV, videotapes, and DVDs	31%	17%	48%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

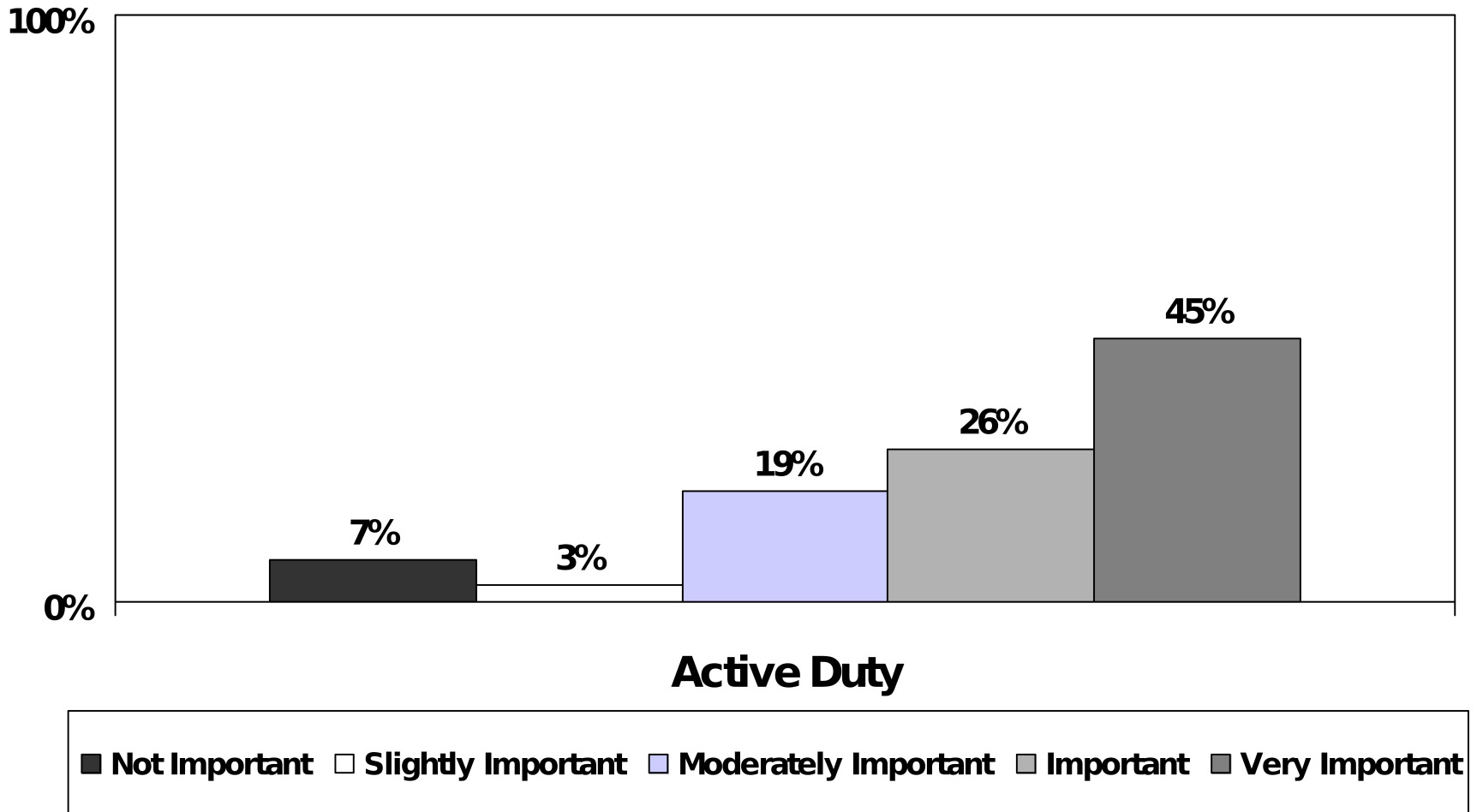
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	13%	2%	42%	57%
Automotive detailing/washing	24%	4%	5%	33%
Automotive maintenance & repair	28%	4%	2%	33%
Digital photography	4%	11%	17%	32%
Computer games	4%	2%	21%	27%
Trips/touring	4%	21%	0%	24%
Gardening	3%	1%	18%	22%

*Top 7 special interest activity preferences ranked by overall participation.

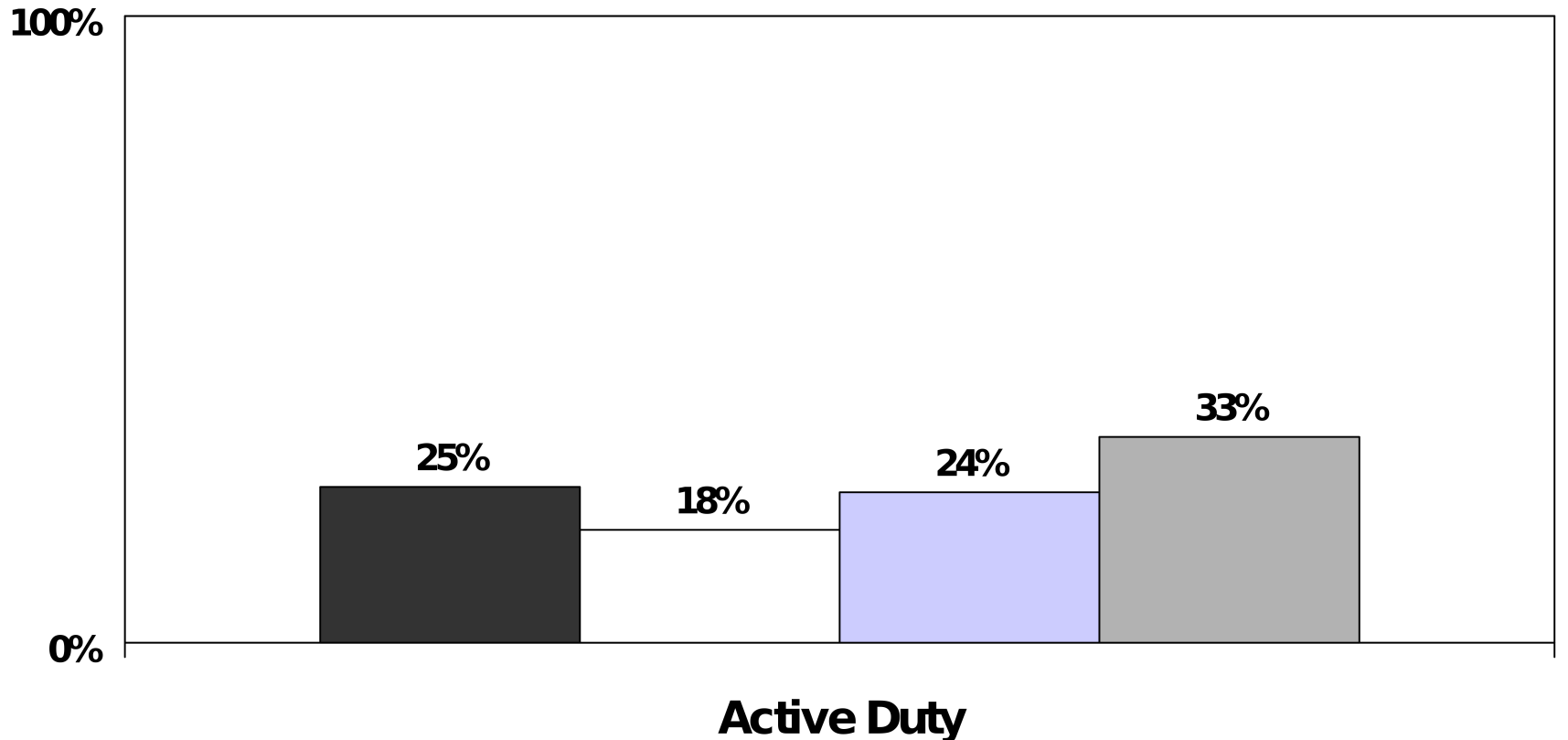
DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

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DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

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■ Did Not Use □ Less Than Once Per Month ■ 1-3 Times Per Month ■ 4 or More Times Per Month

CAREER INTENTIONS: ACTIVE DUTY

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	11%
Probably will not make military a career	9%
Undecided	19%
Probably will make military a career	14%
Definitely will make military a career	48%

NEXT STEPS

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□ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

□ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)